

**CDC's Futures Initiative****Impetus**

Since June 2003, CDC has been engaged in strategic planning process called the Futures Initiative, to ensure that CDC will continue to have the capacity to protect and improve the health of the American people in the 21st century. Why think about change now? The world has seen dramatic influences on public health in the last few years. These include an aging population, escalating health costs, increasing population diversity, changes in access to health care services, health disparities, global threats, terrorism, and the epidemic effects of chronic diseases such as cardiovascular disease, obesity, and diabetes. CDC's primary motivator behind all of this strategic thinking is to **improve health impact**.

Input

Hundreds of discussions with partners, interviews, focus groups and a large CDC employee survey were conducted to learn about perceptions, expectations and evaluation of CDC. Although this on-going input process will continue to provide pertinent feedback to CDC, the first round of data identified strong agreement among partners, stakeholders, the public, as well as CDC employees about key strengths and challenges for the future. CDC has developed these into overarching goals and strategic imperatives.

Ideas

As a result of the comprehensive outside-in information gathering process (staff, federal partners, & stakeholders), we identified six strategic imperatives for CDC:

- **Health Impact.** CDC will align its priorities and investments to achieve two overarching **health protection goals**: 1) **PREPAREDNESS**: People in all communities will be protected from infectious, environmental, and terrorist threats. 2) **HEALTH PROMOTION & PREVENTION OF DISEASE, INJURY AND DISABILITY**: All people will achieve their optimal lifespan with the best possible quality of health in every stage of life.
- **CDC will be a customer-centric organization.** CDC's primary customers are the people whose health we are working to protect. We will work with our current valued partners, and new partners in health care, education, and business to increase health impact.
- **Public Health Research.** Science will remain the foundation on which all CDC programs, policies, and practices are based.
- **Leadership for the nation's health system.** CDC will assume greater leadership to strengthen the health impact of the state and local public health systems.
- **Global Health.** CDC will establish clear priorities for its global programs and increase global connectivity to ensure rapid detection and response to emerging health threats.
- **Effectiveness and Accountability.** CDC will modernize its management and business practices to become more efficient, effective, and accountable.

Next Steps

On March 31 internal teams recommended design and specific health goal options to support CDC's overarching goals and implement its new strategic direction. As implementation recommendations emerge in early April, input from CDC staff, DHHS colleagues, key partners and stakeholders will be solicited. Together, we can protect the health of the American people.